

TILAK MAHARASHTRA VIDYAPEETH, PUNE
BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

EXAMINATION: MAY- 2025

SEMESTER - VI

Sub.: Advertising & Media Management (BBA15-M-614)

Date : 24/05/2025

Total Marks : 60

Time: 10.00 am to 12.30pm

Instructions: 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

- Advertising in a railway compartment is example of _____ media.
 - Transit
 - Indoor
 - Transcript
 - Transactional
- _____ was sued in 2025 for excessively long pre-film advertisements.
 - PVR Inox
 - Cinepolis
 - Carnival Cinemas
 - Sathyam Cinemas
- The AIDA model in advertising stands for:
 - Attention, Intensity, Desire, Action
 - Attention, Interest, Desire, Action
 - Awareness, Impact, Direction, Advertising
 - Attraction, Identification, Delivery, Approach
- _____ is an example of a sales promotion tool.
 - Billboards
 - Press Release
 - Coupons
 - Sponsorship
- Which Indian dairy brand is famous for its iconic hoarding advertisements with witty one-liners?
 - Amul
 - Mother Dairy
 - Govardhan
 - Varna

Q. 2. State True / False (05)

- Under the Consumer Protection Act, 2019, celebrities can be held accountable for false endorsements.
 - a) True
 - b) False
- Surrogate advertising is often used in India to promote products restricted by law.
 - a) True
 - b) False
- Traditional media like television and newspapers are no longer relevant in the digital age.
 - a) True
 - b) False
- Public relations is a type of paid promotion that directly aims to increase immediate sales.
 - a) True
 - b) False
- Success of a Media campaign is dependant on Reach and Frequency of advertisements
 - a) True
 - b) False

Q. 3. Write Short notes on (Any Three) (15)

1. Corporate Social Responsibility (CSR)
2. Fear as an Appeal used in advertisements
3. Reach
4. Public Relations as a medium of indirect advertising
5. Frequency

Q. 4. Answer in detail (Any Two) (20)

1. Explain the DAGMAR approach to advertising. How does it help in designing effective advertising campaigns?
2. Describe the process of Media Planning.
3. What are the various types of media scheduling strategies
4. Discuss various emotional appeals used by advertisers. Quote appropriate examples to justify.

Q. 5. Case study (15)

A well-known soft drink brand, widely popular among teenagers and young adults, launched a new marketing campaign promoting its latest energy drink. The advertisement showcased young individuals consuming the drink and immediately experiencing an extreme surge in energy, enabling them to perform physically demanding tasks such as running faster, lifting heavy objects effortlessly, and excelling in sports activities. The ad's tagline emphasized that drinking the soft drink could provide "instant energy and unbeatable stamina."

The campaign was broadcasted across multiple media platforms, including television, social media, and print advertisements, targeting school and college-going teenagers. The brand collaborated with influencers and sports personalities to reinforce its claims and boost credibility.

Shortly after the advertisement aired, health experts and consumer rights groups raised concerns about the misleading nature of the claims. Several parents, teachers, and nutritionists argued that the soft drink contained high sugar and caffeine content, which could potentially have negative health effects rather than providing genuine energy or stamina. Many consumers, especially health-conscious individuals, criticized the brand on social media, calling out the false promises and unrealistic representation of energy-boosting effects.

Question:

1. What ethical issues are present in this case?
 2. How should brands ensure ethical advertising?
 3. What could be the consequences of misleading advertisements for a brand
-